

TO: Sections 11, 13, 14 SOMs
FROM: Maria Medina/Events Marketing
SUBJECT: Parliament Party Zone Program in Boston, New York and Philadelphia

DATE: September 30, 1996

This memo outlines the 1996 Parliament Party Zone Program in Boston, New York and Philadelphia. The Party Zone program is designed to increase brand visibility, encourage product trial among adult smokers of competitive brands, generate names of smokers, 21 years of age or older, for the database, and develop a positive promotional tie-in for the brand.

Detailed information is as follows:

Time Frame: October 17 - November 24, 1996

Location: Boston, New York, and Philadelphia metro areas

Venues: Schedule of clubs will be forwarded under separate cover.

Signage/Materials: The following signage and materials will be placed:

- Branded bar items (e.g., cups, napkins, ashtrays)
- Special lighting in clubs (where possible)
- Banners
- Branded incentive item giveaways

Activities:

- The Parliament Party Patrol, dressed in Parliament uniforms, will be present throughout the club, identifying smokers who are 21 years of age or older.
- Qualified smokers, 21 years of age and older, will be asked to complete a survey.
- Each person who completes the survey will receive:
 - a wristband, identifying them as a smoker, 21 years of age or older
 - a Parliament lighter
 - Party Zone postcards (create your own postcard by using different backgrounds, in select venues)
 - Branded incentive items
- In New York and Philadelphia, a Parliament cigarette sales person from GMR Marketing will sell Parliament Lights and Menthol Lights to smokers, 21 years of age or older, at the club. Each pack will be sold for a reduced price, with Philip Morris funding the price reduction. (Behind the bar, Parliament packs will be sold at the regular club price.)
- In Boston, club personnel, under GMR supervision, will sell Parliament Lights and Menthol Lights at a discounted price. State law requires cigarette sales to be performed by club personnel only. Philip Morris will fund the price reduction.
- Sales will be limited to two packs per person to promote trial, not to increase sales volume.

Drawings: A drawing will be held either Friday or Saturday night of each weekend in New York and Philadelphia only. The winner's name will be chosen from among the smokers, 21 years of age and older, who completed a survey that evening. The prize will be either in-line skates or a portable CD player. The item will not carry the Parliament name. In all cases, eligible smokers must be present to win.

All smokers, 21 years of age and older, who complete a survey in New York or Philadelphia are entered into a sweepstakes for a 1997 Mustang Convertible. Winners will be notified via telephone **before January 15, 1997.**

COMMUNICATED MS MAIL 9/30/96 TO SOMs IN SECTIONS 11, 13, 14. SOMs SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

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Miscellaneous Information:

PM Responsibilities: Even though there is no PM FSF responsibility for this program, you are welcome to attend. Please call the New York Office a few days before the program date to verify the schedule.

PM NYO Contacts: Yvette Robinson, Manager Tel: 212-878-2360
Maria Medina, Program Administrator Tel: 212-878-2057

Outside Agency Contacts: **GMR Marketing will execute this program**
Agency Contact: Charlie Belmore Tel: 414-786-5600
Program Manager: Sarah Hays

Please call me at the above number if you have any questions or suggestions.

cc:	A. Berlin	J. Lempere	S. Portnoy
	I. Broeman	S. Michas	S. Rafferty
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